

9/10

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

**APPLICANT:** Sprogis **GROUP:** 3602  
**SERIAL NO:** 09/627,870 **EXAMINER:** Gravini, S.  
**FILED:** July 28, 2000  
**FOR:** SYSTEM AND METHOD FOR DIGITALLY PROVIDING  
AND DISPLAYING ADVERTISEMENT INFORMATION TO  
CINEMAS AND THEATERS

Box No Fee Amendment  
Honorable Commissioner of Patents  
Washington, D.C. 20231

TRANSMITTAL OF FORMAL DRAWINGS

Applicant submits herewith new drawing(s) for this application. Attached please find 15 sheets of formal drawings for this application.

The three month period of response set in the Office Action (in the Attachment to PTO Form948) expires on January 3, 2003 and this submission is on or before this expiry date.

Respectfully submitted,

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I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being deposited with the United States Postal Service on the date shown below with sufficient postage as first class mail in an envelope addressed marked Express Mail Label "EL 747159757 US" to the Commissioner of Patents and Trademarks, Washington, D.C. 20231, Box: No Fee Amendment

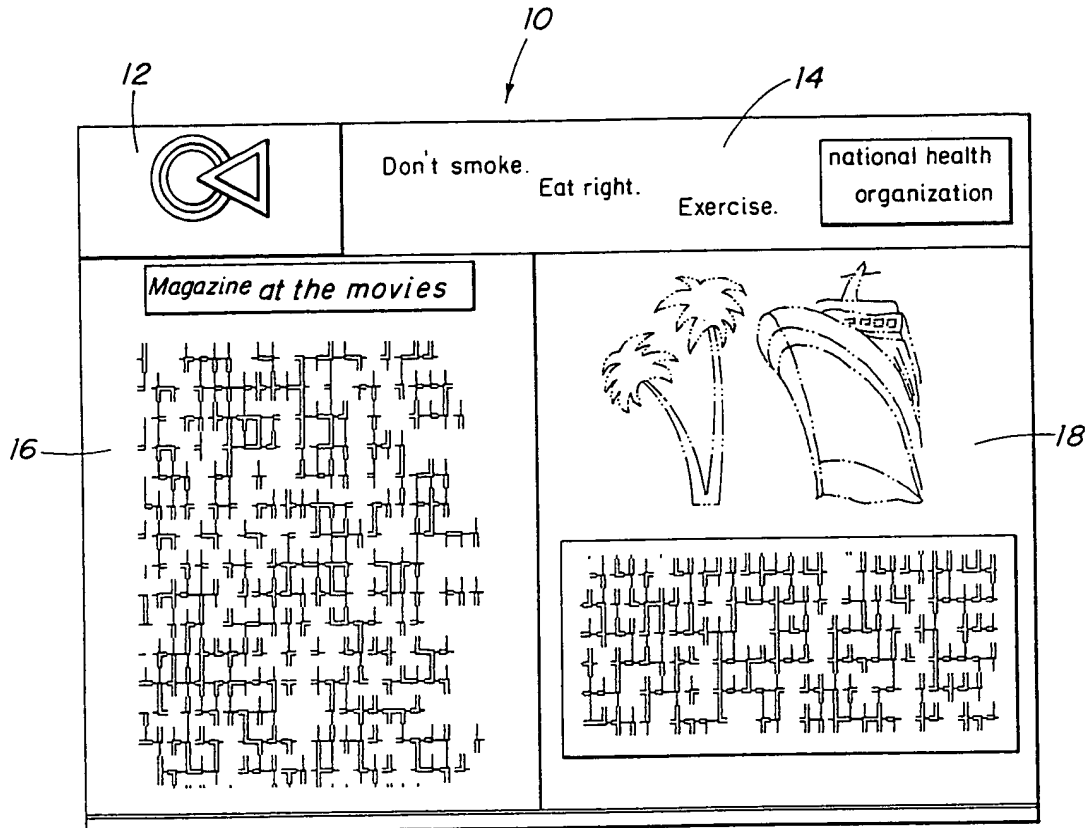
Name:

Date:

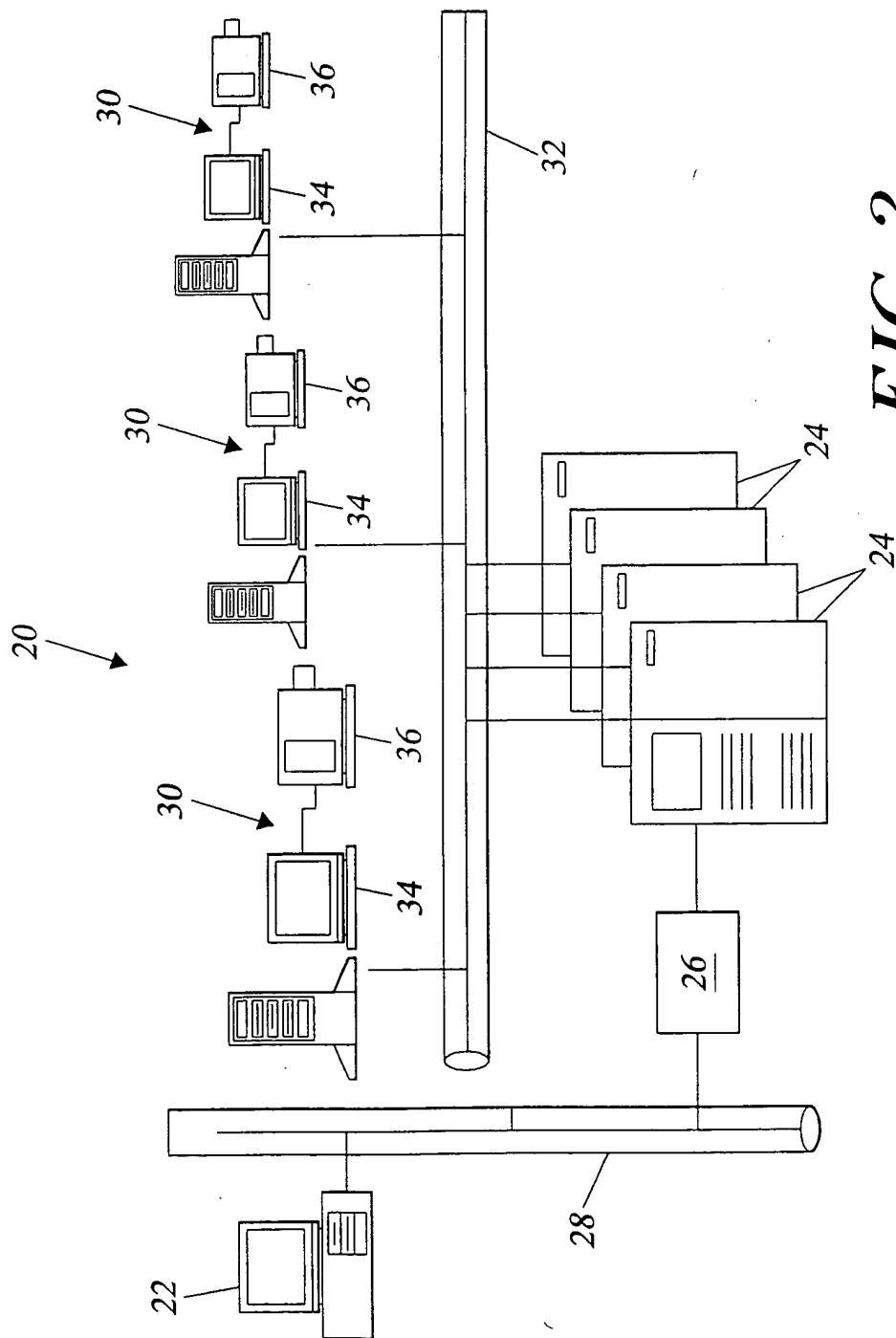
  
11-27-02



1/15

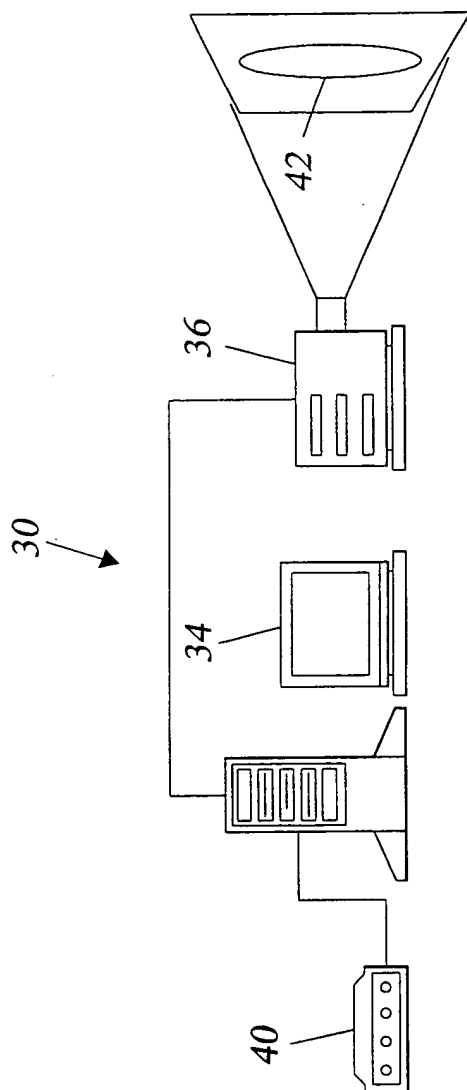


**FIG. 1**





3/15



*FIG. 3*



4/15

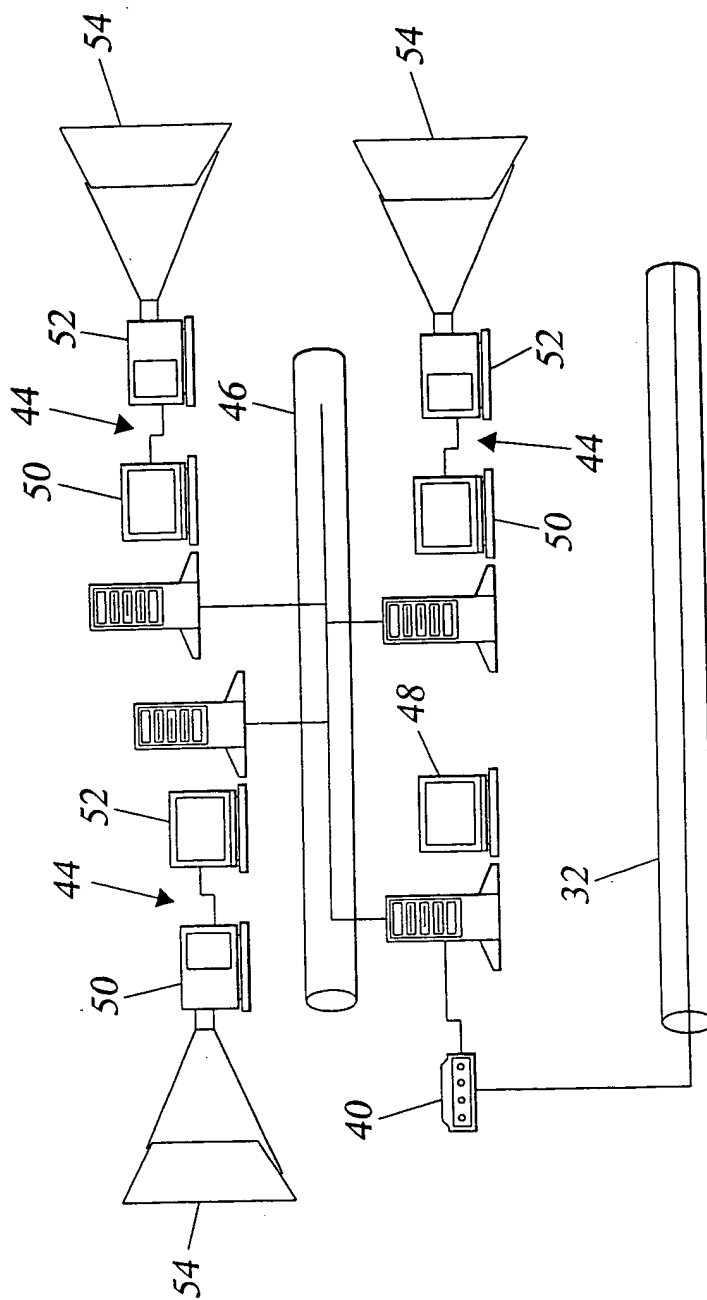


FIG. 4



5/15

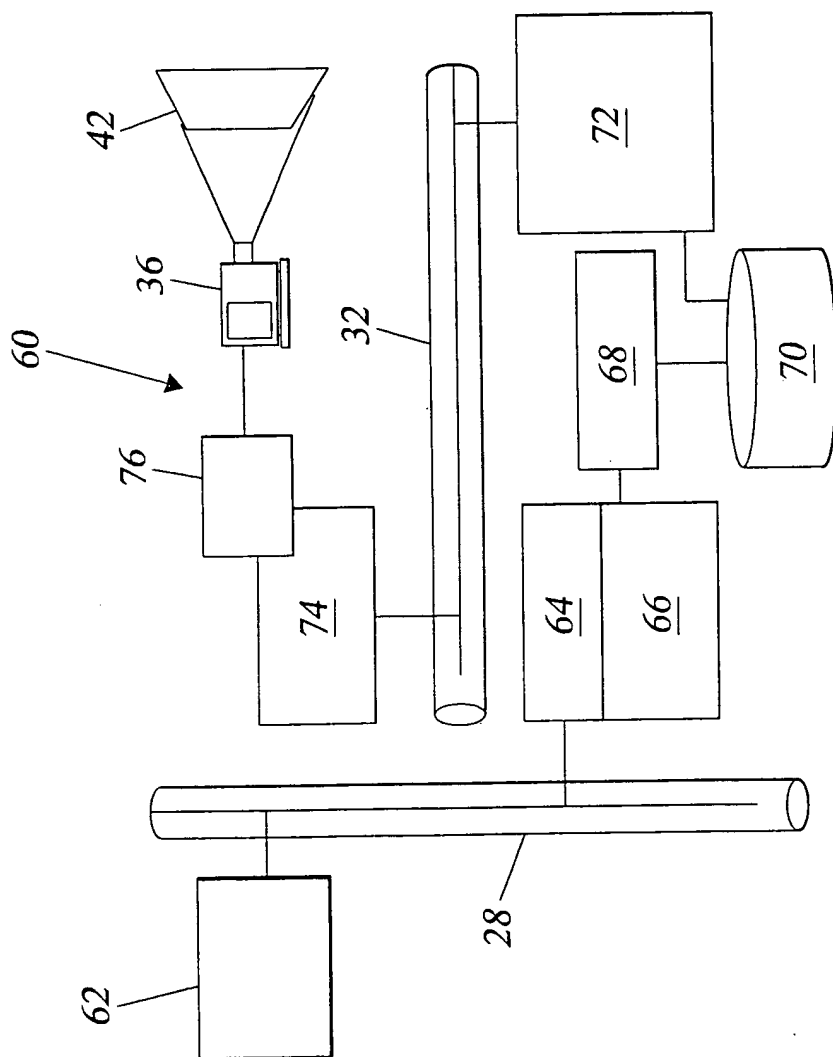


FIG. 5



6/15

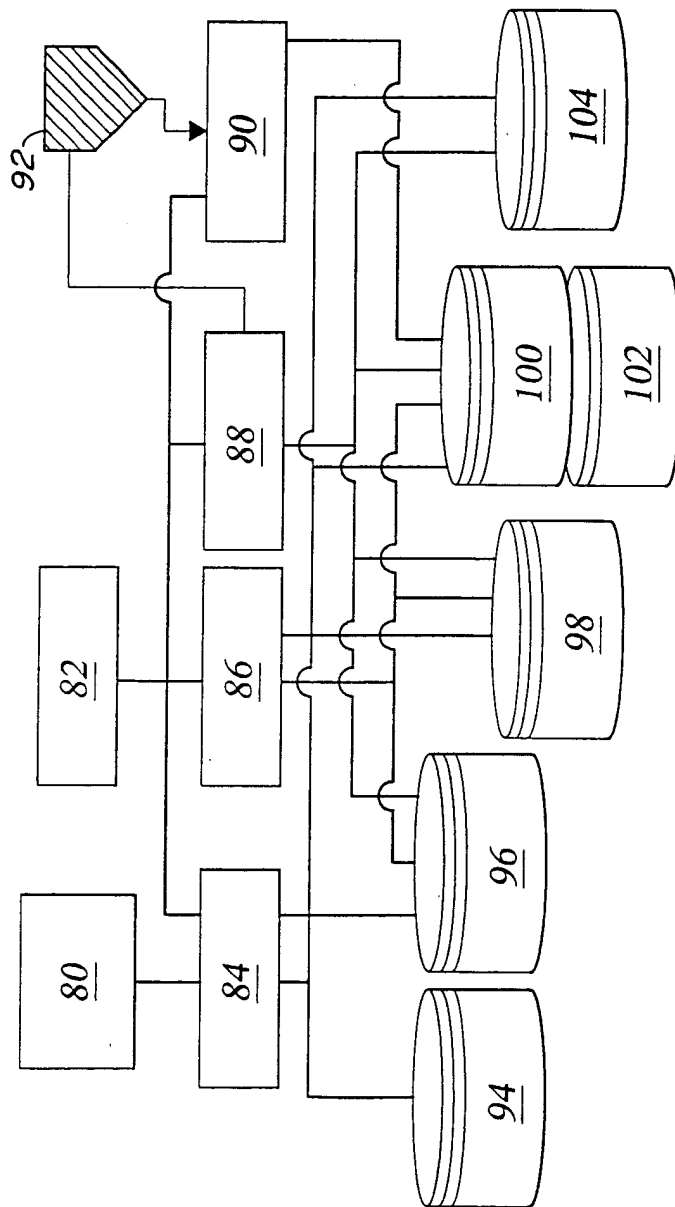
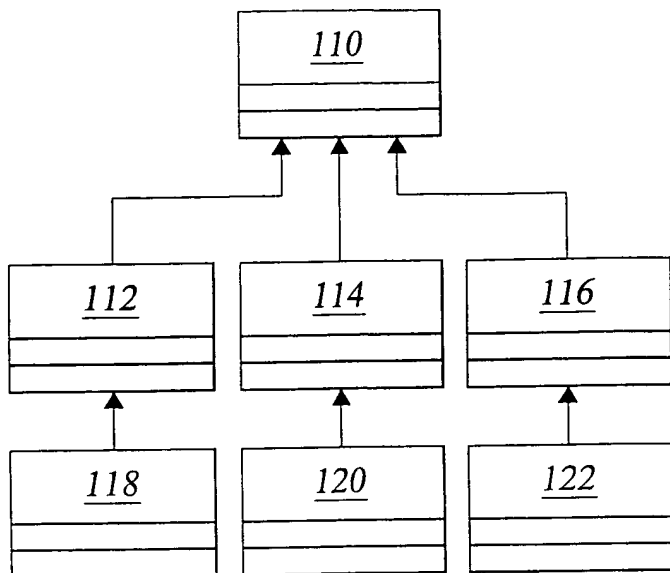
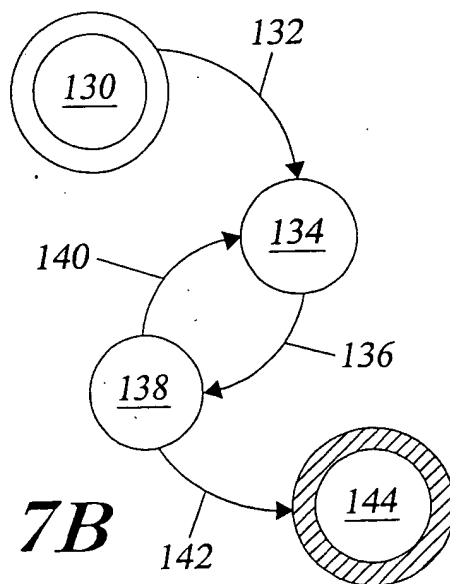


FIG. 6

7/15

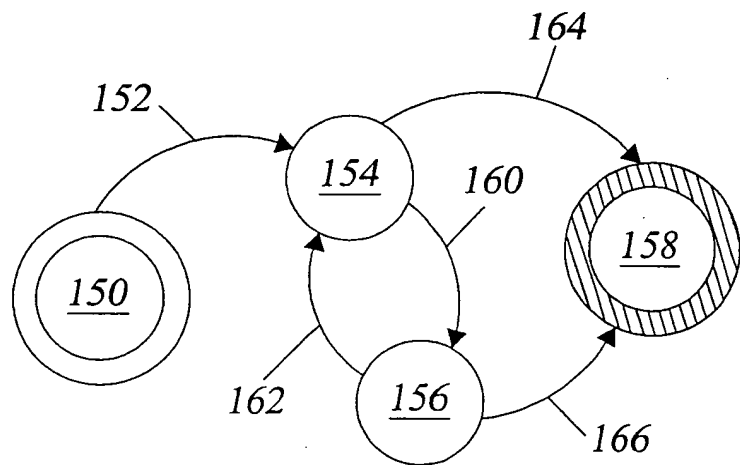


**FIG. 7A**



**FIG. 7B**





**FIG. 8**



9/15

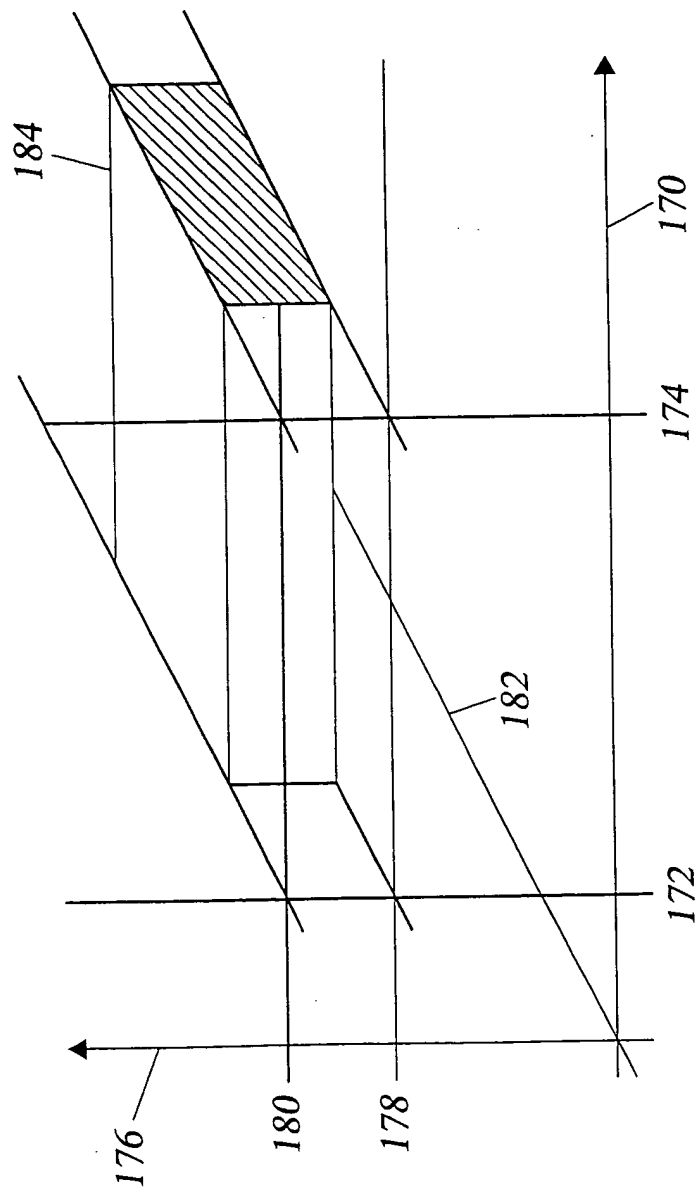


FIG. 9

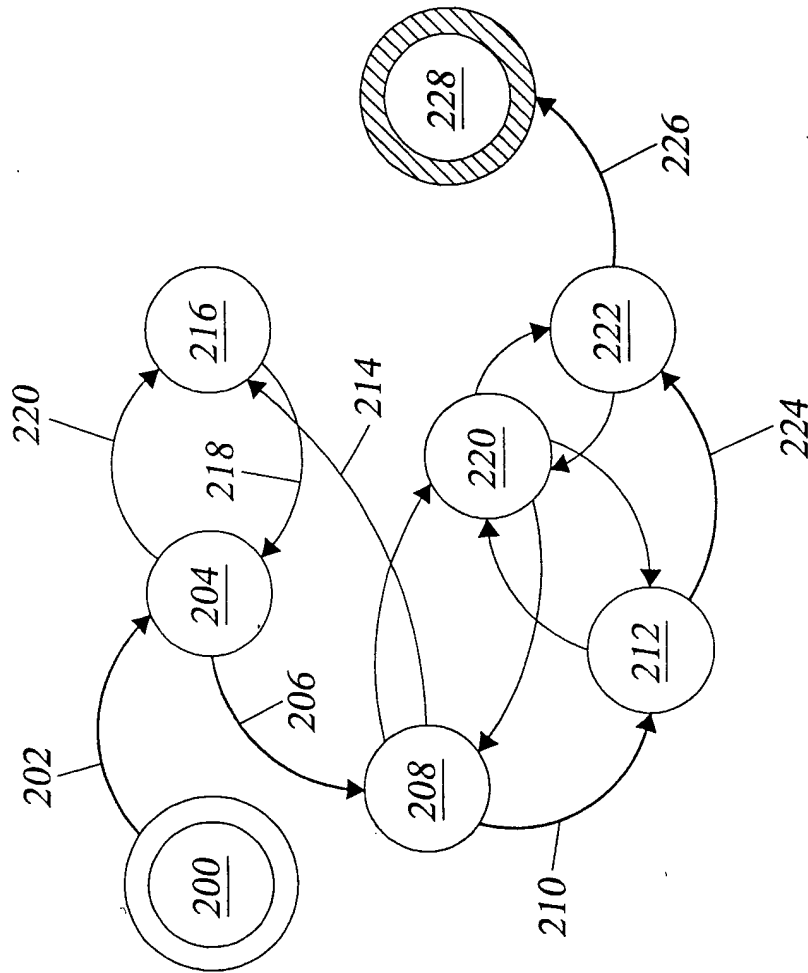


FIG. 10



11/15

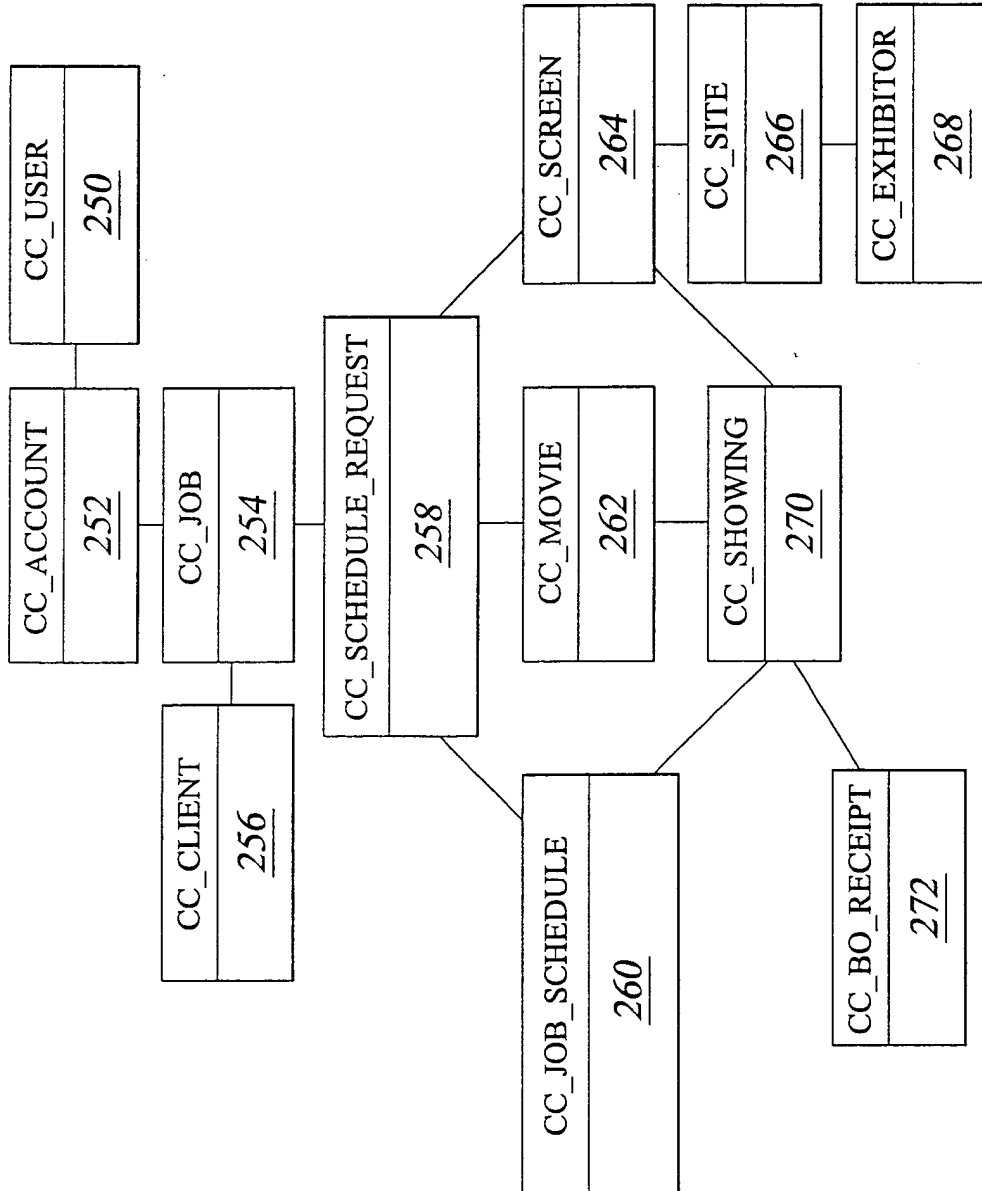
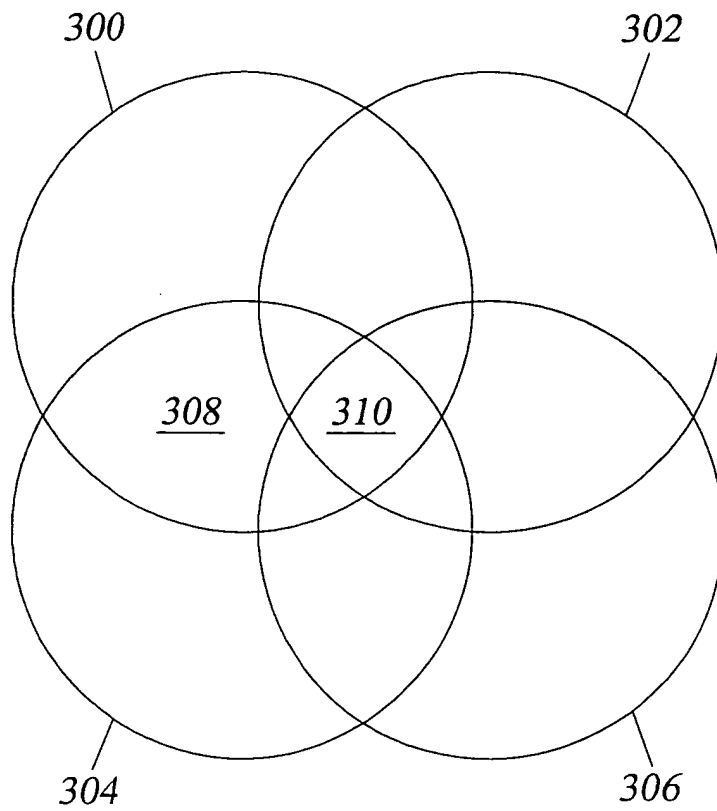


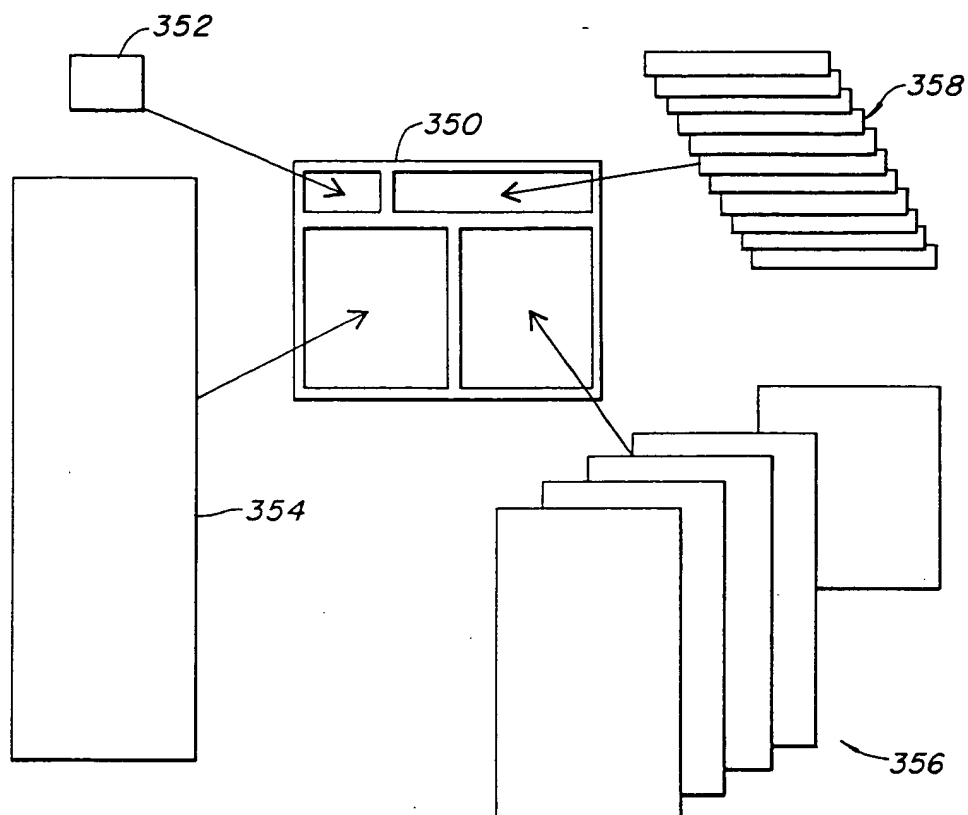
FIG. 11



12/15



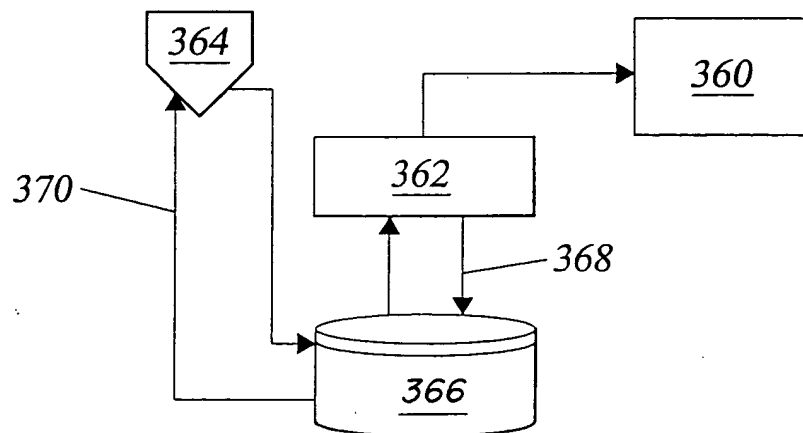
***FIG. 12***



*FIG. 13*



14/15



**FIG. 14**



15/15

400

|                   |                              |             |                         |  |
|-------------------|------------------------------|-------------|-------------------------|--|
|                   | Job Exposure Report          |             |                         |  |
|                   |                              |             |                         |  |
| Client            | Fruit Computer, Inc.         |             |                         |  |
| Job               | Pear Christmas Promotion     |             |                         |  |
| Dates             | 11/1/1999 - 12/1/1999        |             |                         |  |
|                   |                              |             |                         |  |
| Account           | Millenium Advertising Agency |             |                         |  |
| Contact           | Y. Tookay                    |             |                         |  |
|                   |                              |             |                         |  |
|                   |                              |             |                         |  |
| Schedule Requests |                              |             |                         |  |
|                   |                              |             |                         |  |
|                   | Request Detail               |             |                         |  |
|                   |                              | Movie       | "If I ran the Internet" |  |
|                   |                              | Time-of-day | NULL                    |  |
|                   |                              | Dates       | 11/25/1999 - 1/25/1999  |  |
|                   |                              | Location    | NULL                    |  |
|                   | Exposure                     |             |                         |  |
|                   |                              | Movies      | 1                       |  |
|                   |                              | Days        | 5                       |  |
|                   |                              | Screens     | 1,798                   |  |
|                   |                              | People      | 798,123                 |  |

**FIG. 15**